



going live

STEP
04

- upload/update/adjust all units on selected OTA's.
- connect channel manager with our OTA's in order to establish rate
- ☆ establish yield management guidelines.
- create/review your Google Business page.
- ☆☆ create/review/update your social media accounts.
- ☆☆☆ create an online and or hard copy "room directory", indicating:
 - in-house facilities
 - offsite activities
 - house rules
 - emergency contacts
 - instruction manuals
- ☆☆☆ establish a review management procedure.
 - optional: registration with an online review software, thereby consolidating all reviews from all major OTA's on our webpage

WHAT I'LL NEED FROM YOU:

- access/create your Google Business page
- access to your operating software if any.

- ☆ *your rates have been uploaded in your channel manager (see step 3) at present and according to the flow of reservations, your rates need to be yielded. In order to obtain the ideal ratio rate vs demand. Rates need to be managed and adjusted up or down in your channel manager who in turn will instantly forward it to your website and OTA's*
- ☆☆ *your social media accounts are crucial to maintain your online presence, they in turn need to be fed "content" on a regular basis following a regular and systematic procedure.*
- ☆☆☆ *a hard copy version for onsite use + certain Channel Managers allow you to publish an online room directory, accessible to our guests.*
- ☆☆☆☆ *ALL reviews need to be answered diligently and in a timely manner. Pending a monthly fee, a certain amount of reviews, generated by our OTA's may be published accordingly.*